

1. A mask composition comprising:
  - (1) a water insoluble substrate; and
  - (2) an emulsified liquid composition comprising:
    - (a) an oily component;
    - (b) a hydrophilic surfactant;
    - (c) a water-soluble thickening polymer which provides the liquid composition a viscosity of from about 500mPa·s to about 60,000mPa·s; and
    - (d) an aqueous carrier.
2. The liquid composition of Claim 1 wherein the surfactant is nonionic.
3. The liquid composition of Claim 1 wherein the thickening polymer contains an acrylic polymer.
4. The liquid composition of Claim 1 wherein the emulsified liquid composition comprising by weight:
  - (a) from about 0.01% to about 10% of an oily component;
  - (b) from about 0.01% to about 10% of a hydrophilic surfactant;
  - (c) from about 0.1% to about 3% of a water-soluble thickening agent which provides the liquid composition a viscosity of from about 500mPa·s to about 60,000mPa·s; and
  - (d) an aqueous carrier.
5. The liquid composition of Claim 1 further comprising a water-soluble humectant.
6. The liquid composition of Claim 1 further comprising a chronic whitening agent.
7. The liquid composition of Claim 6 wherein the chronic whitening agent contains at least an ascorbic acid derivative and a vitamin B<sub>3</sub> derivative.
8. The mask composition of Claim 1 wherein the water-insoluble substrate is so configured to cover the majority of the area of facial skin.

9. The mask composition of Claim 1 wherein the water-insoluble substrate has a thickness of from about 100 $\mu$ m to about 1cm.
10. The mask composition of Claim 1 wherein the water-insoluble substrate comprises hydrophilic materials selected from the group consisting of cotton, pulp, rayon, and mixtures thereof.
11. A method of treating the facial skin comprising the steps of:
  - (a) applying the mask composition of Claim 1 to the majority of the area of the facial skin;
  - (b) allowing the mask composition to stand on the facial skin for a period of time no longer than until any portion of the mask composition is dried;
  - (c) removing the mask composition from the facial skin; and
  - (d) removing the remainder liquid composition left on the facial skin.
12. The method of any of Claim 11 wherein, at step (b), the period of time is from about 5 to about 45 minutes.
13. The method of any of Claim 11 wherein, at step (a), the mask is applied and fit on the facial skin by pressing on the mask to the facial skin using finger tips.